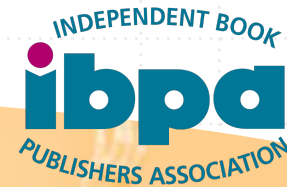


Welcome!

Reaching Black and Latinx Readers

Start time: 10:45 AM Pacific / 1:45 PM Eastern



#PubU2022

VIRTUAL + IN-PERSON

APRIL 20-21

ON ATTENDIFY

APRIL 29-30

RENAISSANCE
ORLANDO, FLORIDA

**IBPA
PUBLISHING
UNIVERSITY
2022**



Inclusive Marketing



How to Reach Black and Latinx
Readers, and Beyond

IBPA Publishing University 2022



About Us



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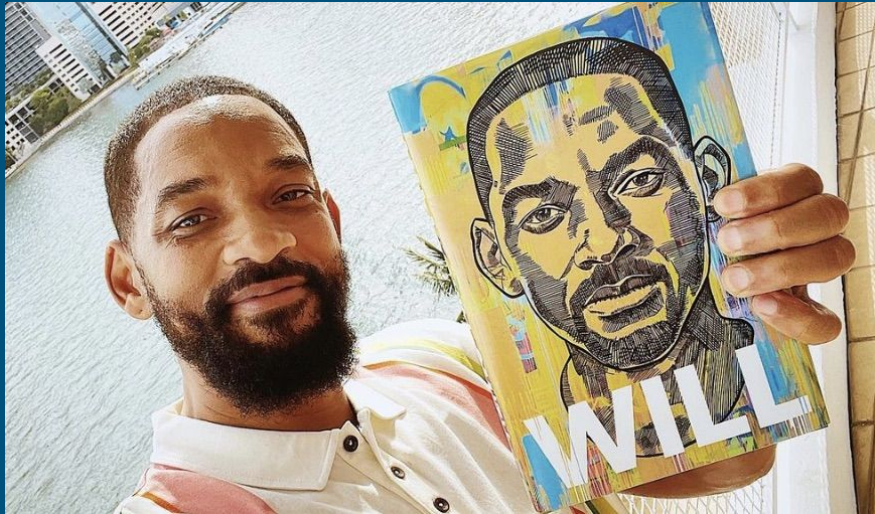
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POLL

Poll Results

How Will Smith Became a Global Star



Michelle Obama's Memoir Reached Far and Wide





Engaged with 4+
books per month
(48+ books per
year)

AVID BOOK ENGAGERS

*Engagement: buying,
borrowing, subscribing
to, reading or gifting a
printed book, an ebook,
or audiobook in part or
in whole*

Black and Latinx Millennials



High proportion of avid book engagers are Black, Latinx and millennials compared to general survey population. How can the industry better reach them?

Immersive Media and Books 2020

1st report to examine book
consumption alongside
other media: streaming TV,
movies; video games.

DISCOVERY

How

25%



Where

35%



Why

25%



Did you know?

75%

of respondents are
library card holders

1 in 3 PEOPLE

Bought a book in a
bookstore that they first
found in a library



Download our report
for **free** here:

<https://www.panoramaproject.org>

Black and Latinx GenZ and Millennials

Immersive Media & Books 2020 data

- More **multicultural and diverse** than previous generations
- Among **most avid readers**, and media consumers across formats
(Avid = 4+ books/month)
- High levels of **crossmedia discovery**
- **More audiobooks** than the general population
- More **influenced by social media reviews** than the general population
 - 60+% of U.S. TikTok users are < 30 years old



Ayman Chaudhary
BookTok-er from Chicago
"Books that can make me
cry instantly have my
money."

Bridgerton: HUGE Upside to Crossmedia

Cultivate crossmedia discovery

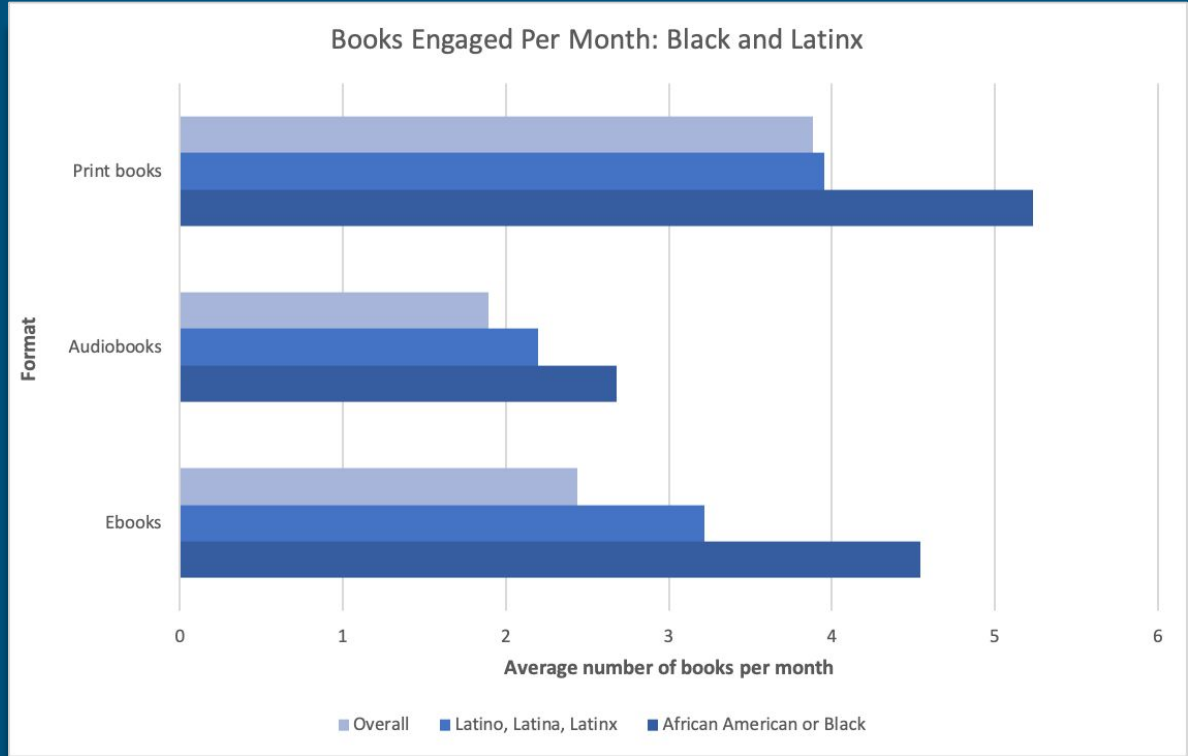
Bridgerton print sales grew **3000%** and the ebook **8000%** after the release of the Netflix series.



CREDIT: LIAM DANIEL/NETFLIX

Black and Latinx Exceed Across All Formats

Myth: Middle aged white women are best customers



What Does This Data Mean for YOU?

- How can you capitalize on this knowledge?
 - There is a real gap in serving these communities
 - If you authentically engage these communities, they are loyal customers
- What do we need to do to satisfy this market?
 - You are more flexible – use that to reach some of these communities.

Customer Experience Is a Core Component of Belonging & Reaching a Broader Audience

- You're designing a customer experience, whether you plan for it or not
- Customer experience is applicable for the entire arc of your customer journey: before, during, and after a book launch
- Remarkable experiences fuel loyalty and word of mouth promotion

Customer Experience Is a Core Component of Belonging & Reaching a Broader Audience



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ture moments for patients and families.

Now, when patients visit the Sharp Metropolitan Outpatient Pavilion for a colonoscopy, they encounter something entirely different from the norm. Special attention is paid to personal privacy and dignity. After the procedure juice and crackers are served on a silver tray with stemmed glassware and special mints. And after discharge, all patients receive a phone call as well as a thank-you note signed by each of the caregivers – including the physicians! The experience is so different that now we have patients recruiting friends and loved-ones to have a colonoscopy. Patients often say that having a colonoscopy was the best health care experience they've had – now that's something to think about!

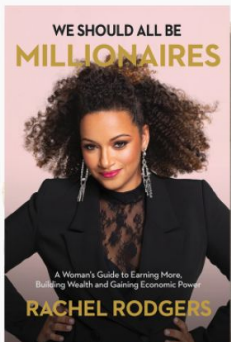
And as Joe Pine told us during one visit, "If you can do it in colonoscopy, you can

Book Adjacent Customer Experiences

- American Girl
- Microcosm
- Summer Camps



Book Adjacent Customer Experiences: Tours



What is the We Should All Be Millionaires Book Tour?

This is an opportunity to celebrate the release of my new book, *We Should All Be Millionaires: A Woman's Guide to Earning More, Building Wealth, and Gaining Economic Power*, with Black-owned independent bookstores throughout the country while bringing together some of my favorite minds, voices, and friends to celebrate.

Come spend the evening getting in-depth questions answered from both me and my special guest speakers while supporting your favorite local bookstore. There will be so many laughs, so many stories, and so much #BlackGirlMagic packed into each night.

Get ready for some serious inspiration to get that money you know you deserve.



Sonya Renee Taylor is an author, poet, spoken word artist, speaker, humanitarian and social justice activist, educator, and founder of The Body is Not An Apology movement.

[GET YOUR TICKET](#)



May 5th 2021 7:00 pm — 8:00 pm EST

Hosted by Elizabeth's Bookshop (Akron, OH)

Rachel Cargle is an Akron, Ohio born public academic, writer, and lecturer. Her activist and academic work are rooted in providing intellectual discourse, tools, and resources that explore the intersection of race and womanhood. She is also the founder of Elizabeth's Bookshop & Writing Centre.

Connecting the Dots: Inclusion & Customer Experience Work Together

- Have you ever felt like a book was designed specifically for you?

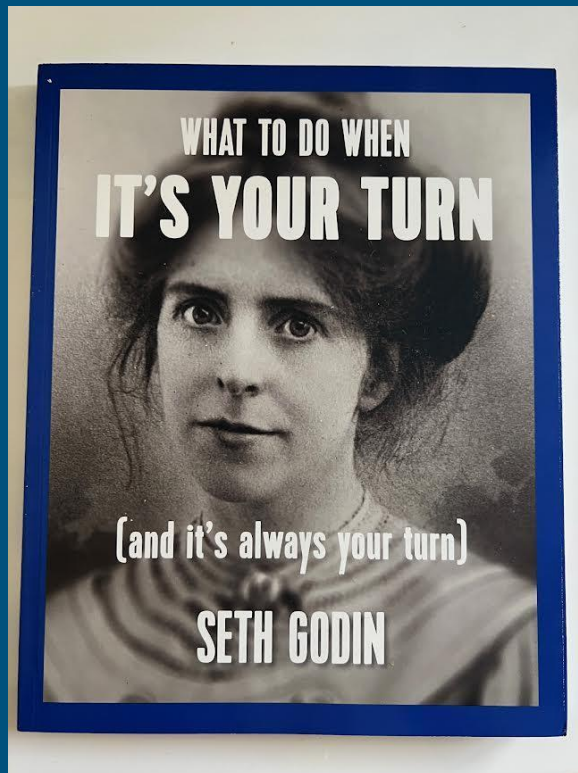
Make a list of the various ways your ideal reader could be different.



Connecting the Dots: Inclusion & Customer Experience Work Together

- When has an experience you've been a part of compelled you to take action?
- What do you want your end result to be?

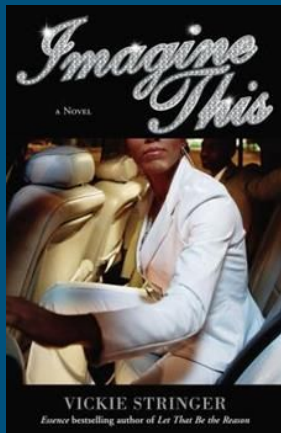
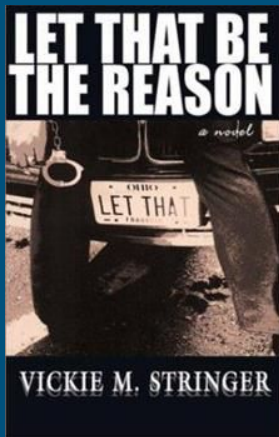
"I wrote, designed and self-published this book as a tool for teams, for colleagues and for friends. It's sold in multi-packs for a reason, because it's easier to share that way. With more than 120,000 copies in print, it's resonating with people, and I hope you'll get a chance to read it, put the ideas into practice and then share them forward."



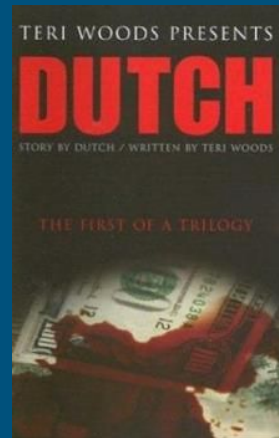
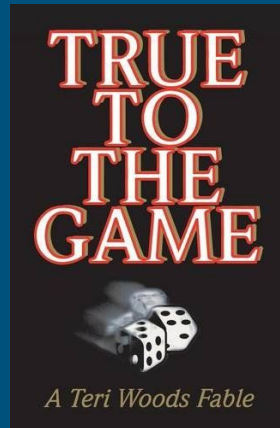
Another Example: Urban Fiction

"Merely Reading" by Kinohi Nishikawa

Vickie Stringer



Teri Woods



Who Is Your Audience?

People need to see themselves or who they aspire to be reflected in the imagery your brand puts forth.



Translate Experiences to **Inclusive Audiences**

- **Crossmedia** adaptation
- **Translate and export** US books in other countries and languages
- Underserved demographics in the U.S. that you haven't reached before or aren't reaching adequately
- Elements of the experience
 - Format
 - Cover
 - Platforms of engagement

Support with Attracting Diverse Audiences: Inclusive Brand Academy

- **Attract and retain diverse customers (and team members)**
 - **6 Month group coaching program**
 - **Self-paced Core curriculum - 5 C's framework of building an inclusive brand**
 - **Weekly calls to get your questions answered**
 - **Slack community to get direct feedback on your business**
 - **Safe space to learn and grow**



Diverse Covers Matter

Covers might matter more in purchasing decisions for Black and Latinx readers because **they rarely see themselves in covers.**

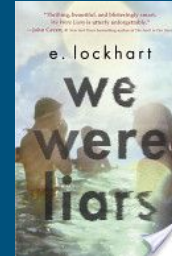
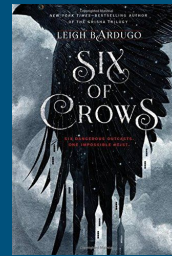
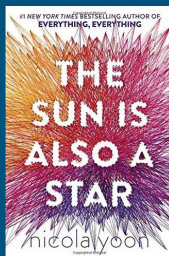
“A book cover is the first encounter a reader has with a book to know whether it’s diverse.”



Jenny Kimura

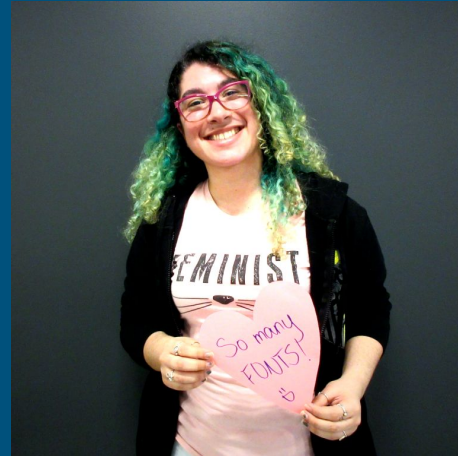
More BIPOC characters on YA covers in 2018 than 2014, but their faces and bodies were *less visible* on those covers.

Visibility and Racial Diversity in YA Cover Design



Online Reviews: Diverse SciFi and Fantasy?

“On Twitter alone there is a **moderate to high level of ethnically and racially diverse reader interaction** and a **large portion of it revolves around diverse SFF content**. But the SFF industry predominantly caters to white men.”



Denise Morales Soto

Research: “Identifying and Connecting with Diverse SFF Readers”

Gateway to Empathy

Empathy is the foundation
of all good marketing.



Homework: personas, lists, & experiences

#1 is Persona

Inclusivity standpoint – they need to be called out in your persona. Make sure the things you're doing speak to those people

#2 After you've decided who you want to serve, think about how can you deepen your intimacy? Brainstorm three things you can do to better know these communities and practice empathy. Develop relationships.

#3 What is the experience you want to deliver? Product is easier once you've got your vision set. Example: How might the experience you deliver change if part of your audience includes people who are visually impaired?

Questions? We're Here!



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